

**GOVERNMENT OF TELANGANA
ABSTRACT**

ITE&C Department – IMAGE Policy - Incentives - Sanction and Release of Lease Rental Subsidy for an amount of Rs.1,44,525/- (Rupees One Lakh Forty Four Thousand Five Hundred and Twenty Five only) in favour of M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad for the first year 2016-2017 and second year 2017-18 - Orders - Issued.

**INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS
(Promotions) DEPARTMENT**

G.O.Rt.No. 129

**Dated: 06-12-2019
Read the following:**

1. IMAGE Policy issued vide G.O.Ms.No.03, ITE&C Dept, dt:06.04.2017.
2. Application dt:01.05.2018 of M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad.
3. Minutes of the 4th CCAVCGI meeting held on 26.07.2018.
4. G.O.Rt.No.740, Finance (EBS.I) Department dt:14.05.2019.
5. U.O.Note.No.ITEC-12/BDGT/08/2019, ITE&C Dept, dt:15.05.2019.

ORDER:

Government in the IMAGE Policy issued vide G.O. reference 1st read above have ordered for provision of certain incentives to the eligible Animation, Visual effects, Comics & Gaming (AVCG) Industry in order to ensure overall development of AVCG Industry in the State.

2. In pursuance of the said orders, M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad vide reference 2nd read above has submitted an application for reimbursement of lease rental subsidy incentive for the first year 2016-2017 and second year 2017-18 . The company has taken 1500 qft space on lease/rent at Plot No.57, Road No.72, Prashasan Nagar, Jubilee Hills, Hyderabad.

3. As per IMAGE Policy, AVCG Industry would be eligible for reimbursement of 25% subsidy on lease rentals up to Rs.5 lakhs per annum maximum up to a period of three years.

4. The company has applied for two years i.e. 2016-17 and 2017-18. The total lease rental paid by the company for June, 2016 to March 2017 is Rs.2,34,000/. 25% of the total amount is arrived at Rs.58,500/. As such, the company is eligible for reimbursement of Lease rentals limited to Rs.58,500/- only. The total lease rental paid by the company for April, 2017 to March 2018 is Rs.3,44,100/- 25% of the total amount is arrived at Rs.86,025/. As such, the company is eligible for reimbursement of Lease rentals limited to Rs.86,025/- only. The total eligible amount for two years comes to Rs.1,44,525/-.

5. The 4th CCAVCGI (Consultative Committee on Animation, Visual effects, Comics & Gaming Industry) vide reference 3rd read above recommended that M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad is eligible for reimbursement of lease rental subsidy for the first year 2016-17 and for the second year 2017-18.

6. In the G.O. reference 4th read above, the Finance Department has released BRO to ITE&C Dept as additional funds towards meeting the expenditure in relaxation of treasury control and quarterly regulation orders pending inclusion in the Supplementary Estimates 2019-2020, under the Head of Account:330 - Subsidies for an amount of Rs.2,91,97,000/-.

7. Taking into consideration the recommendations of CCAVCGI vide reference 3rd read above, Government after careful consideration, hereby sanction and release an amount of Rs.1,44,525/- (Rupees One Lakh Forty Four Thousand Five Hundred and Twenty Five only) in favour of M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad towards Lease Rental Subsidy for the first year 2016-2017 and second year 2017-2018.

8. The amount sanctioned in Para.7 above shall be debited to the following Head of Account:

3451	: Secretariat Economic Services
MH 090	: Secretariat
GH (25)	: State Sector Schemes
SH (22)	: ITE&C Department
330	: Subsidies

9. The Assistant Secretary to Government & D.D.O., ITE&C Department shall draw the amount of Rs.1,44,525/- (Rupees One Lakh Forty Four Thousand Five Hundred and Twenty Five only) sanctioned in Para.7 above and arrange for payment after duly applying the TDS in favour of M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad.

10. M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad shall submit advance stamped receipt for Rs.1,44,525/- (Rupees One Lakh Forty Four Thousand Five Hundred and Twenty Five only) to this Department in duplicate.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

**JAYESH RANJAN
PRINCIPAL SECRETARY TO GOVERNMENT**

To

M/s.Ekaa Animation Studios Pvt Ltd, Plot No.57, Road No.72, Prashasan Nagar, Jubilee Hills, Hyderabad.

The Accountant General (Audit), Telangana, Hyderabad

The Accountant General (A&E), Telangana, Hyderabad

The Director of Treasuries and Accounts, Telangana, Hyderabad

The District Treasury Officer, Urban, Hyderabad

The Pay and Accounts Officer, Telangana, Hyderabad

The Resident Audit Officer O/o Pay and Accounts Officer, Telangana, Hyderabad

The Assistant Secretary to Government & DDO, ITE&C Department

Copy to:

Fin. (EBS.I) Department

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// FORWARDED :: BY ORDER //

SECTION OFFICER